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10 Cents, \$12 Per Year

10% REDUCTION IN TIRE PRICES EXPECTED SOON

Report Gains Ground—
N. T. D. A. Plans
Protest

NEW YORK, Jan. 28.—Reports persist that a 10 per cent. reduction in tire prices is to be announced shortly. No official confirmation, however, has been received by tire dealers nor would officials of the Firestone Tire and Rubber Company or the United States Tire and Rubber Company say definitely that such reductions were to be effected.

The prices for standard tire equipment to automobile manufacturers were made for future delivery at an average of about 40 per cent. more than former rates. These were also the prices paid by dealers for their tires.

Gorge T. Burger, secretary of the National Tire Dealers' Association, said yesterday that he believed a revision in prices was about to be made to the car manufacturers, but that such a reduction would not apply to dealers or the retail sale of tires.

"If such a revision is made without a corresponding reduction to the dealers on their present contracts," said Mr. Burger, "a strong protest will be made to the tire companies. Our association will meet in Chicago next week, during the National Motor Show there, to discuss the situation, and resolutions will doubtless be presented demanding a more equitable commercial co-operation between the tire makers and the reputable tire dealers."

To Use Duralumin For New Dirigible

Detroit, Jan. 28.—The American Aircraft Development Corporation of Detroit has prepared plans for a dirigible aircraft of duralumin with a capacity of approximately 200,000 cubic feet of gas.

It is estimated to cost about \$700,000, less than half of which may be provided by the probable appropriation of \$300,000 by the government for an all-metal airship. If the Senate concurs in the approval of the House of Representatives the money will be available.

If and when the ship is built it will be constructed at the Ford airport in Dearborn.

Officers and directors of the American Aircraft Development Corporation are among the best known engineers and industrial executives. They are Harold H. Emmons, president; C. S. Mott and William B. Mayo, vice-presidents; Charles A. Parcells, secretary; Arthur H. Schwartz, treasurer; Alex Dow, Edsel B. Ford, C. W. Harrah, C. F. Kettering, Eugene W. Lewis, Edward A. Loveley, Mason P. Rumney, and William B. Stout, directors; Carl B. Fritzsche, general manager; Ralph H. Upson, chief engineer.

Stutz to Double Its Output—Adds to Force

Indianapolis, Ind., Jan. 28.—Directors of the Stutz Motor Car Company have voted a 100 per cent increase in production instead of the 50 per cent. increase announced several days ago, it became known here today. This will mean a triple force of men, with some departments operating in three eight-hour shifts.

Officials of the company say that approximately \$8,000,000 will be cleared through Indianapolis banks in the next four months.

7-YEAR LICENSE PLATES URGED

M. A. T. A. Would Do
Away With Annual
Changes

Special from A. D. N. Detroit Bureau
Detroit, Jan. 28.—By resolution passed at its sixth annual convention here yesterday, the Michigan Automotive Trade Association went on record as being in favor of the suggestion of Secretary of State Deland that hereafter automobiles shall carry a perpetual license plate, so made that it shall last for at least seven years, in order to do away with the necessity of making an annual change.

The convention also went on record as opposing any plan for financing the sale of new automobiles that does not call for a down payment of at least a third of the purchase price, and further stated that in its judgment, any plan of deferred payment in which the period for completing the sale extends over more than twelve months is financially unsound.

The principle of dealers indorsing time payment paper or signing repurchase agreements was also frowned upon.

In general, the action indorsed the recommendations of the National Association of Finance Companies dealing with the terms of deferred payment.

ROLLS-ROYCE SALES IN 1925 SET NEW RECORD

New York, Jan. 28.—Sales of the Rolls-Royce of America, Inc., for 1925, were greater than for any previous period in the company's history, according to an announcement by Henry J. Fuller, president of the company and chairman of the board. Orders are now being received at double the rate of a year ago, Fuller continues. The plant at Springfield, Mass., is operating with an extra force at night and is sold four months ahead. Fuller predicted the annual report would be most favorable.

MANY PERSONS VISIT FORD PLANT AT DETROIT

Special from A. D. N. Detroit Bureau
Detroit, Jan. 28.—Figures from the Highland Park plant of the Ford Motor Company show that a total of 158,927 persons visited that plant in 1925. They represented practically every country of the world and included a number of prominent personages. The total was approximately 35,000 more than in 1924.

France Has Its Most Successful Motor Year

Special from A. D. N. Washington Bureau
WASHINGTON, Jan. 28.

—With a production of 205,000 cars and trucks, the French automobile industry enjoyed its most successful year in 1925, Assistant Trade Commissioner H. H. Kelly at Paris today informed the Department of Commerce.

Production increased approximately 55,000 units, or 37 per cent. over 1924, while both domestic and

export sales increased proportionately.

No official statistics have ever been announced for the production of the French industry, and all figures are estimates, it is stated.

Three firms, one of them being an American assembling company, accounted for 137,500 units, or 67 per cent. of the total. Nine other manufacturers produced 38,800 or 19 per cent. Since there are about 90 automobile firms in France, the balance of the total production, or 28,700 cars and trucks, was distributed among 78 companies.

Speed Up Production Of New Pontiac Six

Pontiac, Mich., Jan. 28.—The Oakland Motor Car Company is rushed with orders for its new Pontiac Six, shown for the first time at the recent New York show and now being exhibited at other shows throughout the country, officials state. The local factory is turning out the Pontiac car at the rate of 100 a day and soon hopes to have production speeded up to 200 a day according to President A. R. Glancy of the Oakland Company. By the middle of February the factory production is expected to reach 250 a day.

STAGE SET FOR CHICAGO SHOW

Annual Exposition
Opens Tomorrow
Afternoon

Chicago, Jan. 28.—The stage is set for the Twenty-sixth National Automobile Show to be held in the Coliseum here under the auspices of the National Automobile Chamber of Commerce. The wide doors leading to the vast auditorium will be flung open at 2 o'clock sharp Saturday afternoon and the big show will be officially under way, concluding at 11 o'clock on the night of February 6.

Forty-nine makes of passenger cars and eight types of taxicabs will be on view. There will also be a large exhibit of engine equipment, accessories and parts.

The following cars will be seen: Ajax, Auburn, Buick, Cadillac, Case, Chandler, Chevrolet, Chrysler, Cleveland, Davis, Diana, Dodge, Elcar, Essex, Flint, Franklin, Gardner, Gray, Hudson, Hupmobile, Jewett, Lexington, Jordan, Junior, Knight, Kissel, Lincoln, Locomobile, McFarlan, Marmon, Moon, Nash, Oakland, Olds.

(Continued on Page 2)

CHICAGO SHOW ISSUES

A will publish special show editions every day during the National Automobile Show in Chicago next week. These big editions will embody a complete account of ALL the exhibits and ALL those in attendance, as well as ALL the news of the show while it is NEWS—every day!

PEERLESS SETS ANOTHER RECORD

Production in January
Is 200 Per Cent.
Greater Than '24

CLEVELAND, O., Jan. 28.—The Peerless Motor Car Corporation up to January 25 established a production record of 200 per cent. in excess of the whole month of January, 1925, Edward Ver Linden, president, announced today.

"This accomplishment follows the establishment of a new production record for the company in December," Ver Linden said. "As neither of these months is usually a period of large production in the automobile industry I consider the report as an indication of an unusually healthy condition."

Brashear Named V.P. Moon Motors

St. Louis, Jan. 28.—The Moon Motor Car Company announces the appointment of W. R. (Rex) Brashear as vice-president of the Moon Motor Corporation, a subsidiary of the Moon Motor Car Company, organized recently to handle the increasing business of the wholesale branches of the company.

Brashear, who was formerly Moon's St. Louis branch manager, factory service manager and more lately assistant general sales manager of the Moon Motor Car Company, aggregating a period of six years' service with Moon, in his new capacity will have complete charge of all the Moon and Diana branches, the managers of which will report directly to him.

His appointment is in keeping with the newly announced policy of the Moon Motor Car Company of establishing wholesale branches in the principal centers throughout the United States.

Brashear is widely known in the trade, having traveled the entire United States for Moon during his several years as assistant general sales manager of the company, and is thoroughly conversant with the trade conditions throughout the country.

HARRISBURG, PA., SHOW
Harrisburg, Pa., Jan. 28.—The Harrisburg Motor Dealers' Association will open its sixteenth annual show on January 30.

ACTION DEMANDED ON REIMPOSITION OF TRUCK LEVY

Bitter Protest Filed
Against Retaining
2 Per Cent. Tax

Special from A. D. N. Washington Bureau
WASHINGTON, Jan. 28.

—With the World Court finally out of the way, the Senate has buckled down to serious consideration of the \$325,000,000 tax reduction bill in which the entire automotive industry and 20,000,000 motor car owners are vitally concerned.

Members of the Senate are being flooded with telegrams from truck users in all sections of the country, protesting bitterly against the reimposition by the Senate Finance Committee of a 2 per cent. tax on trucks.

Plans for an intensive campaign were mapped out at a conference here by representatives of seven national automotive manufacturers, dealers and users associations.

Representatives of the industry were told by members of the Senate that, notwithstanding the House's agreement to take off the entire tax on trucks, it was the Senate's intention of reimposing the 2 per cent. tax, which would net the government an estimated amount of \$6,000,000 next year, on the sale of 200,000 trucks, valued at over \$1,000 each.

"The tax on trucks—as a so-called luxury tax—is probably one of the most unpopular taxes ever levied by the government," Alfred Reeves, general manager of the National Automobile Chamber of Commerce, declared, "and all we want to do is just let the Senate know how their constituent truck users feel about it—that'll be enough to convince them."

The organizations represented at the conference here included the N. A. C. C., represented by Mr. Reeves, and H. H. Rice, chairman of their taxation committee; the National Automobile Dealers' Association, represented by Walter Guy, counsel; the National Grange, represented by A. M. Loomis; the Saunders Drive-Yourself System, represented by A. B. Barnard; the truck department of the American Automobile Association, represented by P. Clark, assistant general manager, and A. P. Federline, manager of research department; the Truck Users' National Conference, represented by T. D. Pratt, and the Interstate Milk Dealers' Association.

Representatives of the industry were told, following the conference, that the automotive section might be reached within the next six or seven legislative days, and for this reason it was decided to wire immediately to the users' organizations, dealers and private users, to appraise Congress by wire of their desires.

New commercial car registrations throughout the country, compiled for the week and month, will be found on Page 4 of this issue.

PLANS READY FOR BIG TRUCK SHOW

**Coming Chicago Event
Promised Attendance
Of Over 6,000**

CHICAGO, Jan. 28.—Most of the leading light delivery truck manufacturers in the country will exhibit in the Delivery Truck and Accessory Exposition, to be held in the new Exposition Hall of the Hotel Sherman, February 1 to 6, 1926.

Great interest is being manifested throughout the Middle West. One company has announced the first showing of a new truck during the exposition. The manufacturer declares that a truck on which his company has been experimenting for fourteen years, will at last be presented to the truck-buying public. It is announced that this particular vehicle solves many of the problems of frequent stop delivery.

The company declares that this motor will run forty miles to the gallon, and that it takes only 20 minutes to replace an entire power unit and only 10 minutes to change cylinders. It is water-cooled and can freeze solid without injury to the parts. It has a fifteen-foot turning radius, dual control and the throttle clutch and brake are all on the lever. This is only one of the recent developments in the delivery truck field which will be revealed for the first time at the Delivery Truck Exposition.

The show is promoted by the Exposition Department of the Hotel Sherman Company and 12,000 square feet of space in the new Exhibit Hall and Mezzanine will be devoted to the display of motor trucks and accessories. The attendance is free by invitation. Truck buyers throughout the Middle West have been invited to attend and were presented with tickets either by the exposition management or the exhibitors.

Among the truck manufacturers and dealers to be represented in

Sterne New V. P. Wayne Pump Co.

Fort Wayne, Ind., Jan. 28.—H. T. Sterne has been elected vice-president of the Wayne Tank and Pump Company of Canada, Ltd., a subsidiary of the Wayne Tank and Pump Company, with home offices in Fort Wayne, according to an announcement here. H. E. Smith was elected secretary-treasurer of the Canadian branch.

Sterne has been in charge of the Canadian company, while Smith has been with the home office. The company manufactures filling station equipment.

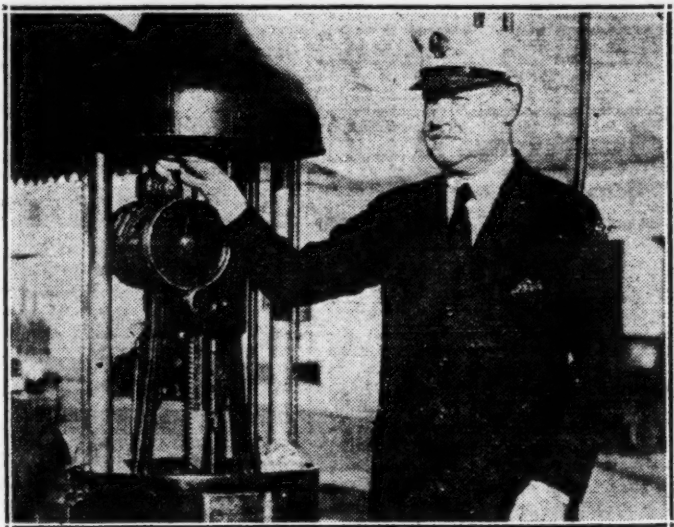
Expansion of the branch company to keep pace with what was declared a phenomenal growth of business will be required officials said.

this show are the following companies: International Stamping Company, Petroleum Motor Corporation, Diamond T Motor Car Company, Pac-Age-Kar Corporation, International Harvester Company, Hendrickson Motor Truck Company, Ford Motor Company, Highland Body Manufacturing Company, Milburn Electric, Nelson LeMoon Truck Company, Yellow Cab Manufacturing, Sales Corporation, Stewart Motors Corporation, Commerce Truck Company, American LaFrance Fire Engine Company of Illinois, Walker Vehicle Company, Chicago.

There will be educational exhibits displaying statistics providing information relative to lowering costs and speeding-up deliveries, and which is expected to prove of great value to truck buyers. The attendance is already assured. More than 6,000 users of trucks have already signified their intention of taking advantage of this opportunity to see in one exhibit room the comparative merits of all the leading trucks of the country.

John A. Servas, exposition manager of the Hotel Sherman, has announced that the exposition hall will be lavishly dressed in spring raiment. Buyers will enter the exhibit hall through the great garden gate, and the aisles will be designed to give the illusion of a garden walk.

HARRY F. SINCLAIR RUNS GAS STATION. When the millionaire oil man, Harry T. Sinclair, went to Los Angeles last week to attend the meeting of the American Petroleum Association, he couldn't resist the temptation to take charge of one of his gas stations in that city. He is shown in the photograph manning one of the pumps.



Russia Pays Cash for 75% Of Ford Tractor Order

Detroit, Jan. 28.—The Soviet government has agreed to pay cash for 75 per cent. of the 12,000 tractors ordered from the Ford Motor Company, and the balance within ten months, Ford officials stated today. To date 10,000 machines have been shipped from the River Rouge plant and the remaining

2,000 will soon follow. Shipment was made by rail to Seattle, thence by boat to Vladivostok.

Soviet newspapers expressed unusual elation over the satisfactory conclusion of the contract, contending that it was the prelude to the establishment of more cordial trading relations with American manufacturers.

STAGE SET FOR CHICAGO SHOW

**Annual Exposition
Opens Tomorrow
Afternoon**

(Continued from Page 1)

mobile, Overland, Packard, Paige, Peerless, Pierce-Arrow, Pontiac, Reo, Rickenbacker, Roamer, Star, Stearns, Studebaker, Stutz, Velie, Wills-Stie, Claire, Willys-Knight.

Taxicabs

Bauer, Dodge, Hertz, Luxor, Oakland, Reo, Willys-Knight, Yellow.

The complete show week program which actually starts today with the annual banquet of the Chicago Automobile Trade Association follows:—

JANUARY 28, 29, 30

Jan. 28—Annual pre-show banquet of the Chicago Automobile Trade Association, Gold Room, Congress Hotel.

Jan. 28, 29, 30—Chicago Durant Company will hold a national sales managers conference at the Congress Hotel, Gold Room. Colin Campbell, vice-president, will conduct it.

Jan. 29—2 p. m. L. Markle Company meeting in salesroom.
Gambill Motor Company salesmen's meeting directly before show opens.

FEBRUARY 1-3

Feb. 1 to 3—Eight annual convention of National Automobile Dealers' Association, Hotel La Salle.

FEBRUARY 2

Annual banquet of the National Automobile Dealers' Association, Hotel La Salle.

Luncheon of the Flint Motor Company, Gold Room, Congress Hotel.

Annual luncheon Willys-Overland Company, La Salle Hotel.

Luncheon Wills-Stie, Claire Company, Drake Hotel.

Overland Motor Company meeting for dealers and all employees at La Salle Hotel, followed by luncheon. Mr. Willys and Mr. Pebe are expected to address the meeting.

Wills-Stie, Claire, all dealers at a luncheon at the Drake Hotel. C. H. Wills and A. H. Moorman, vice-presidents, will be among those talking.

Banquet Oakland Motor Car Company, Blackstone Hotel.

FEBRUARY 3

Chicago Nash Company meeting at the Congress Hotel.

Franklin-Butler Motors, a luncheon at the Drake Hotel for all Franklin workers. Hudson Motor Company dealers' meeting at the Rainbow Garden for Illinois distributors.

Nash Sales Company luncheon for dealers at the Congress Hotel for those from the Midwest. Speakers will all be factory men.

Pierce-Arrow Sales Corporation—the factory is putting on a luncheon at the

Drake Hotel. All dealers in the company are invited. Many Easterners are expected.

Stutz Chicago Company luncheon, Metropolitan Hotel. Dealers from Chicago territory and some Midwesterners. Addressing the luncheon will be F. E. Moskovic, president; Col. E. S. Correll, vice-president; Bert Dingle, service manager; Chas. Crawford, chief engineer, and J. D. Struckel, Joliet (Ill.) dealer.

Bird-Sykes Company factory and Western dealers' banquet at the Blackstone Hotel. Speakers will include H. M. Jewett, H. K. Krohn, vice-president of the Paige Detroit Company; W. K. Towers, advertising manager; William Elliott, distribution manager; C. C. Gaunt, sales manager, and G. Clarke Mather, chief engineer. Preceding the banquet will be a sales conference, starting at 2 p. m., at the Lexington Hotel.

Franklin-Butler Motors banquet at the Palmer House for Midwestern distributors. No speakers yet scheduled, but all factory executives are expected.

Annual banquet of the Paige-Detroit Motors Car Company.

Annual banquet Olds Motor Works, La Salle Hotel.

Annual banquet of the Five Hundred Club (formerly Old Timers' Club), Gold Room, Congress Hotel.

MARLIN-ROCKWELL CORP. MOVES ITS OFFICE IN PA.

Chicago, Jan. 28.—The Strom Division of the Marlin-Rockwell Corporation has moved its Philadelphia office to 1211 Franklin Trust Building at 15th and Chestnut Streets. A. W. Wiese will continue as manager in that territory.

WASHINGTON, D. C., SHOW OPENS SAT.

**Thirty-Six Dealers and
Distributors to Be
Represented**

Special from A. D. N. Washington Bureau

WASHINGTON, Jan. 28.—All is in readiness for the opening of the Washington show Saturday night in the spacious Washington Auditorium, one of the largest halls in the nation's capital.

Thirty-six dealers and distributors will be represented, many of the displays coming from the New York show. In addition to the automobile exhibits, fourteen accessory dealers will have space. The general management of the show is in the hands of the show committee of the Washington Automotive Trade Association, of which Rudolph Jose is chairman. The show will close February 6.

Since this will be the first automobile show to be held in the Washington auditorium, backers of the project believe the setting will be extremely fortunate. In past years the Washington auto show has been held at Convention Hall, situated in the old center of the city and now far removed from the busiest section of the capital.

Following is a list of distributors and the cars they represent:—

Marmon Washington Co., Marmon; Ford dealers, Ford; Washington Flint Co., Flint; Stearns Knight Motor Co., Stearns Knight; Lambert Hudson Motors Co. and Neumeier Motor Co., Inc., Hudson and Essex; H. B. Leary, Jr., and Brothers, Chrysler; Washington Virginia Motors, Inc., Paige and Jewett; Warfield Motor Co., Lincoln; Peerless Motor Co., Peerless; Washington Velie Co., Velie; Franklin Motor Car Co., Franklin; the Trev Motor Co., Reo; Buick Motor Co., Buick; Emerson & Orme, Buick; Stanley H. Horner, Inc., Buick; Commercial Auto & Supply Co., Studebaker; Wardman-Justice Motors, Inc., Willys Knight and Overland; the Locomobile Co., Locomobile; the Durant Motor Co., Star; Wallace Motor Co., Nash and Ajax; John R. Peniston, Nash and Ajax; Foss Hughes Motor Co., Pierce-Arrow; Dick Murphy, Inc., Jordan; Warrington Motor Car Co., Willys Stie, Claire and Cleveland; Sterrett & Fleming, Inc., Hupmobile; Olds Motor Works, Oldsmobile; the Washington-Cadillac Co., Cadillac; Semmes Motor Co., Dodge; Eddy-Fate Motor Co., Chevrolet; Luttrell Chevrolet Sales Co., Chevrolet; Onismann Chevrolet Sales Co., Chevrolet; Hough Motor Co., Stutz; Adams Motor Co., Oakland and Pontiac; District Motor Co., Moon and Diana; Packard Washington Motor Car Co., Packard; De Neane Motor Co., Rickenbacker.

The following accessories dealers will be represented: The National Electric Supply Co., Franklin Garage & Service Co., Inc., American Motor Service, L. S. Jullien, Ralph W. Lee & Co., D. M. Stephens Co., Standard Automotive Supply Co., DeKo Light Co., Acme Duco Corp., Farr Auto Signal Corp., Ajax Wrench Corp., Metropolitan Supply Co., Marvel Carburetor Sales Co., American Automobile Association.

TARIFF DROP ON AUTOS IN CANADA TO BE URGED

Montreal, Jan. 28.—G. G. Coote, Progressive member of Parliament for MacLeod, Alberta, has given notice he intends to move in the Dominion House of Commons for substantial reduction in customs tariff on automobiles and motor trucks.

Only Two Days to BERMUDA--- 5 Glorious Days of Recreation, Then Home---All in 9 Days!



So much real enjoyment and recreation can be crowded into a 9-day Bermuda vacation that it seems unbelievable. First, a delightful 2-day ocean voyage aboard a palatial ocean steamer, with all the comforts and conveniences of any first-class Hotel. Then five glorious days in Bermuda—Golf, Tennis, Sailing, Bathing, Riding, Driving, Fishing and charming social activities at modern Hotels, all in a Paradise for rest or play. Then Home again on another fascinating 2-day ocean voyage. Sailings twice weekly from New York, every Wednesday and Saturday, via Palatial Twin Screw, Oil-Burning, Transatlantic Liners. Tickets Interchangeable.

S. S. "FORT VICTORIA" and S. S. "FORT ST. GEORGE"

Booklets and Further Details,

FURNESS BERMUDA LINE, 34 Whitehall St., New York
Tel. Bowling Green 7800, or Any Local Tourist Agent.

**Every 2¼
seconds**

**someone
buys
a**

**DUNLOP
TIRE**

TO DEALERS
Your protected Dunlop territory may still be open. Write today.
DUNLOP TIRE & RUBBER CO.
Buffalo, N. Y.

Ottawa Dealers Stress Bargains in Used Cars

OTTAWA, Ont., Jan. 28.—A determined drive for used car business during the dull season of the year is being made by local dealers.

Bert Lemlin, Studebaker distributor, led the parade with a large newspaper announcement of a clean sweep sale and is using daily follow-up ads that are accomplishing their purpose. In his copy he used a cut of himself, with a personal message explaining the necessity for cleaning out all cars in order to provide accommodation for incoming shipments of new cars and in order to provide capital for spring financing.

Added effect was given by use in every ad of a broom with the words "Clean Sweep Sale" lettered on it. This served the purpose of linking each advertisement of the series to those that had gone before.

Legare Automobile and Supply Company, Hudson-Essex distributor in eastern Ontario, gives its copy a distinctive flavor by featuring its daily special offerings under the heading, "Perfect and Guaranteed Used Cars." Superior Motor Sales, Chevrolet dealer, is also making a bid for its share of the business by publishing a Daily Bargain Bulletin.

The drive is having the effect of stirring up more interest in used cars than customary during January and February, the dull months of the year.

NEW HAVEN, CONN.

New Haven, Conn., Jan. 28.—A survey of the used car field reveals the fact that the sale of used cars in this territory has been hurt somewhat by the throwing of two or three hundred re-possession used cars on the market at reduced prices. These cars have been recalled by dealers during the past two months on account of non-payment of notes due on them.

The open winter, however, has been the means of helping the sale of used cars in this city, the survey shows. "Our business so far this month is about 30 per cent. better than the same month last year," said W. H. Davis, head of the Used Car Dealers' Exchange. "We did a fairly good business during the past week."

"Our sales during the past week dropped," said Nathan Bober of the Premier Used Car Exchange. "While conditions in the local field are not very promising just now we look for increased spring business," he continued.

ROCKFORD, ILL.

Rockford, Ill., Jan. 28.—"Caution" in the matter of trade-ins is the slogan adopted by Rockford automobile dealers for 1926. Recognizing the fact that present lower prices on new cars in the light car class is going to divide the attention of the used car buying public, local distributors are going to proceed with caution this spring with their trade-in deals.

Looking into the approaching buying season for new model cars, dealers in this district are unanimous in the belief that coming months will shatter all local sales records. The ever-present "used car problem" is the only cloud on the horizon.

SEATTLE, WASH.

Seattle, Wash., Jan. 28 (U. T. P. S.).—With business among the used car dealers at scarcely more than a standstill since the first of the year, there is yet some optimism expressed for better business in the near future. The recent reductions of new cars is held responsible for some of the depression at this time, although some of the records of leading used car firms indicate that business last January was none too good, though somewhat in advance of the sluggish trading, which has been the experience of many local firms.

Selling of used cars even at the special low prices which have had to be quoted to go below the new

Bathtubs Lose Favor As Motor Cars Gain

St. Louis, Jan. 28.—There are more automobiles in use by American families than bathtubs, W.B. Brooks of the Credit Alliance Corporation of New York said in an address here recently. Brooks declared that the Credit Alliance Corporation had made a survey of 445,987 American homes and attributed the increased sales of automobiles to high pressure salesmanship and the deferred payment plan. The survey showed 70 per cent. of the people owned automobiles and 59 per cent. owned bathtubs, Brooks said.

Dodge Distributor Spends 10% on Rental

St. Louis, Jan. 28.—The Tate Motor Company, Inc., Dodge distributor here, spent 10 per cent. of its receipts for rent during 1925, according to Frank R. Tate, president of the company.

Mr. Tate estimates his gross receipts as \$3,000,000 for the year. He does not believe that his rental expenditures were excessive, in view of the business done.

"Location is one of the sales requisites in the automotive trade," he said. "People would not seek us out if we were in less expensive quarters elsewhere. About 80,000 people pass our show windows every day, so considering the business we have done it would seem that a good location with attractive, well-lighted show windows attracts buyers."

L. M. Stewart, vice-president of G. M. Berry, Inc., Maxwell-Chrysler dealer, declares that any establishment less expensive than the one in which the company is housed would undoubtedly have been inadequate for the business the company is doing. He is a strong believer in an attractive location.

"While location is not everything in merchandising a commodity, it is still a very significant factor in the automobile merchandising business," he told the Automotive Daily News.

FORD LEADS SPOKANE SALES; CHEVROLET SECOND

Spokane, Wash., Jan. 28.—During the last six months of 1925 Ford led in sales in Spokane county, 358 having been sold during that time, second place going to Chevrolet with 270 sales.

Other sales for the period were: Hudson-Essex, 238; Overland-Willys Knight, 153; Buick, 121; Star, 146; Ajax, 21; Cadillac, 19; Chrysler, 62; Dodge, 68; Studebaker, 21; Hupmobile, 32; Jewett, Paige, 26; Lincoln, 24; Marmon, 5; Chandler, 7; Cleveland, 4; Davis, 1; Diana, 1; Durant, 5; Flint, 4; Franklin, 4; Maxwell, 16; Moon, 1; Nash, 64; Oakland, 44; Oldsmobile, 62; Packard, 36; Pierce-Arrow, 2; Reo, 11; Rickenbacker, 2; Vellie, 5; Willis-Steele, 4. Total, 1,813.

LOCOMOBILE DISTRIBUTOR

Indianapolis, Ind., Jan. 28.—Appointment of George M. Spindler as distributor for Locomobile cars in Indianapolis and the adjoining territory under the name of the Indiana Locomobile Sales Company is announced by the Locomobile factory. Indianapolis has been without a Locomobile distributor for a number of years.

car prices is a difficult task this January, and many reasons are advanced for the cause of the declining demand. Some of the dealers have advanced the theory that the auto show in the East had an unfavorable influence on the used car, but this theory is not generally held.

Craving for Latest Style Increases Trade-Ins

Chicago, Jan. 28.—Desire of people for the latest style is responsible for the exchange of almost new cars for new ones by C. J. Manning, president of the Economy Motor Sales, Inc., Chevrolet dealers here.

"Our wives want the latest creation in dresses, and frequently they discard dresses that they have worn only a few times," said Mr. Manning. "That is in many cases the reason people trade their slightly used cars in for a later model."

Mr. Manning pointed out that in the infancy of the automobile industry cars were driven until they were worn out. This, he asserted, rarely occurs now, as dealers will not take a car in exchange unless it can be reconditioned.

RECORD SHIPMENT OF BUICK AUTOMOBILES

Fargo, N. Dak., Jan. 28.—What is declared by W. A. McMillan, manager of the Pence Automobile Company, Fargo, to be the largest single shipment of automobiles to any dealer in North Dakota, passed through Fargo recently.

A Special time freight of thirty cars loaded with 90 Buick automobiles of all models went through here en route from Flint, Mich., to J. E. Sandile, Inc., Grand Forks.

The ninety automobiles are valued at \$137,374.00, according to Mr. McMillan.

IN TWO ZONES

San Antonio, Tex., Jan. 28.—Wholesale distribution of Hudson-Essex cars in this section has been divided into two zones: a north zone from San Antonio north including Williamson county, and a south zone from San Antonio to Brownsville and the Rio Grande Valley. L. D. Lewis will have charge of the south zone while C. Chaddick will supervise the zone to the north.

Nash Looks Forward to 1926 as High Mark Year

MADISON, Wis., Jan. 28.—"Despite advances of from 2 to 60 per cent. in raw materials in the last year, we are looking forward to 1926 as the greatest year in our history," said C. W. Nash, president of the Nash Motors Company.

"Our main problem is in trying to keep the price of the car down. We don't want to make the public pay more, of course, and we don't want to reduce our profit, which has already been cut down. The only solution we see now is to take it out of the overhead, and that is what we are working on."

Mr. Nash offered a word of caution to garage owners and dealers in regard to overhead.

"Every time a room needs sweeping, don't hire somebody to come in and do it. I am the head of a big industry, but I am not too proud to sweep my room and dust my desk when it needs it. The way to make your business pay is to get in and tackle the jobs yourself."

The financial soundness of the automobile industry was cited by Mr. Nash as a reason for predicted success in the industry.

"Don't be afraid to ask your banker for money to buy cars with," declared Mr. Nash. "The industry was never stronger than it is right at the present time. An automobile loan is a good loan, and you should not be afraid to ask for it."

One of the most glaring faults of the garage owner and dealer is that he often sells a car and then forgets all about it, Mr. Nash believes.

"Service with a smile is what keeps customers, and satisfied ones," said Mr. Nash. "Don't wait

to do the right thing until the buyer finally says, 'Well, I made the old grouch come across at last.' Be willing and ready to do what's right, and keep a trained staff of mechanics to do it. Many times a confirmed knocker for a certain make of car will be formed by a poorly adjusted carburetor and a mechanic who doesn't know anything about cars."

Long financing schemes were scored by Mr. Nash as unnecessary.

"One year is long enough," he declared. "Get a substantial down payment to assure yourself against loss. And above all, don't 'give away' a car by taking in a used car for three times what it is worth. Too many dealers are so anxious to sell that they will take almost anything at any price to make a sale. This is one of the problems of the industry, and the practice is proving very injurious to careful, legitimate dealers."

G. M. C. SALESMEN GIVEN NEW FIELD IN CAROLINAS

Special from A. D. N. Detroit Bureau
Detroit, Jan. 28.—E. M. Young of the sales staff, general sales committee of General Motors, and J. J. Barnes of the same staff, leave Detroit February 1 to take up an Oakland Pontiac franchise at Charlotte, N. C.

Their territory will include nine counties, seven in North Carolina and two in South Carolina. Young is well known in connection with the design of service stations and with the retail end of automotive activities. Barnes has traveled for the last three years in Canada, engaged in service promotion work. The firm will be organized as the Young & Barnes Motor Company, with Young looking after the general management and sales and Barnes on the service end.

for Economical Transportation



Never before were such low prices placed on cars of such high quality—never before did so small an investment buy such striking beauty, such flawless smooth operation, such power, snap and speed, such luxurious comfort over any road at any speed.

Touring - -	\$510	Sedan - - - -	\$735
Roadster - -	\$510	Landau - - - -	\$765
Coupe - - -	\$645	½ Ton Truck -	\$395
Coach - - -	\$645	(Chassis Only)	
		1-Ton Truck -	\$550
		(Chassis Only)	

ALL PRICES F. O. B. FLINT, MICHIGAN

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Q U A L I T Y A T L O W C O S T

TRUCK BUYERS GETTING BUSY

Sales in Some Centers Set New High Marks For Season

BUFFALO, N. Y., Jan. 28.—Truck dealers here are receiving orders for spring delivery in satisfactory volume. The greatest demand is for light speed trucks, particularly in the 1-ton and 1½-ton class.

"Sales made during the month of January have reached a greater volume than any similar period in the past six years," said G. M. Kraus, manager of the commercial car department of J. A. Cramer, Inc., Dodge dealer. "The demand for Graham trucks for this time of year has never been more satisfactory, and there is every indication that 1926 will be an excellent year for the truck dealer. The tendency is toward light, fast trucks, the new 1-ton and 1½-ton machines leading others in popularity."

"We are greatly pleased with results of the first showing of the 'Buddy' Stewart," said R. Hatch of the Stewart Motor Car Company. "We did not realize until this ¾-ton truck was placed in the show that there would be such a great demand for it. There seems to be a growing popularity for small trucks."

Ray Crooks, general sales manager for the Atterbury Motor Car Company, reports similar demands for the 6-cylinder 1-ton truck, which is being particularly exploited now as suitable for those desiring speed in deliveries. He

said the future for the light fast truck is very bright and many orders are being placed for spring delivery.

COLUMBUS SALES IMPROVE

Canton, O., Jan. 28.—Substantial improvement in commercial car sales in the Canton district is reported, according to a survey of the more prominent distributing companies.

More activity has been experienced in White trucks in the past three weeks than during any like period in almost six months, it was learned at the White Truck Sales Company this week.

Demand is mostly for the 2½-ton truck which has become very popular here due to the fact that such stringent rulings are in effect in this section regarding movement of heavy loads on the highways.

Autocar sales have been heavy since this concern established distributing sales organization here and this truck has been adopted by many of the large contractors, it is reported. The Reo, Chevrolet and Ford trucks are selling well to users of light commercial cars.

K. C. BUSINESS GOOD

Kansas City, Jan. 28.—"Our increase in sales is so big that the figures would look unreasonable in print," is the way a leading truck dealer here tells of the opening of the truck business in Kansas City.

"Our sales and prospects in January are the best I have ever seen in the business," said Estel Scott, manager of the General Motor Truck Company of Kansas City, factory branch for the distribution of General Motors trucks and Yellowcab trucks. The company also handles the

Survey Shows 7,850 Bus Routes Now In America

Madison, Wis., Jan. 28.—A survey of the motor bus business reported by the La Salle Extension University in bulletins studied by automotive engineering students at the University of Wisconsin here, shows that there are now over 7,850 motor bus routes in America. There are 5,500 motor bus companies operating on these routes, with the greatest bus-using region pointed out as that section north of the Ohio River and east of the Mississippi, in which there are 2,700 bus companies operating lines over 3,000 routes. In the section south of the Ohio River and east of the Mississippi there are 1,800 routes with 1,600 operating companies.

UNDER NEW MANAGEMENT

Aberdeen, Wash. (U. T. P. S.), Jan. 28.—The Superior Parts Company is now under the management of Hilding Olson, and will handle the parts of the Colyear Motor Sales Company.

local sales of these trucks. Scott says the bus end of the business also is very promising.

The Indiana Truck Company is having a big demand for the company's new type heavy duty truck, business continuing to show large gains over a year ago. The White company, while not placing its increased business in percentage figures, reports, "We expect to make some real money this year." The outlook, officials of the branch here say, is the best in many years.

MULLETT NEW V.-P. OF YELLOW CAB COMPANY

Milwaukee, Jan. 28.—Howard A. Mullett, who left the Milwaukee Electric Railway Company to join the Yellow Cab Company of Chicago last August, has just been named vice-president of the latter company, which is now a General Motors subsidiary. Mullett began his career as an apprentice in a Pittsburgh electrical plant for 80 cents a day, went through every phase of the business and then entered the automotive field. In the Milwaukee street car system he rose from motorman to assistant general manager in charge of transportation.

PLAN NEW BUILDING

Ashtabula, O., Jan. 28.—Increased demand for storage battery boxes has prompted the Aetna Rubber Company of this city to award contracts for the erection of a new plant addition to cost with equipment in the neighborhood of \$150,000.

Texas to Legislate For Bus Operators

Austin, Tex., Jan. 28.—Owners and drivers of bus lines in Texas are likely to be confronted with efforts on the part of the next Legislature to have some strict regulatory measures passed, if other members are in accord with Senator J. H. Strong of Carthage, who declares that he favors the passage of a law bonding and licensing all bus operators, including chauffeurs, "both for their own protection and for safeguarding their passengers and the public."

He intimated that if a suitable measure was not presented by some one else he would himself draft such a law as he thought would be most effective.

Interests of the large transportation utilities and even conservative legislators without any special interests to serve will be easily won over to strict if not severe regulation of bus lines.

WISCONSIN AXLES

GREATER profits through lower operating and maintenance costs. For all speeds and for all loads, a Wisconsin Axle is available to effect these economies. Write for our replacement data.

Bevel Gear, Double Reduction and Worm Drive

Full-Floating

Semi-Floating

WISCONSIN PARTS CO.

Oshkosh, Wis.

LATEST MONTHLY NEW COMMERCIAL CAR REGISTRATIONS

The figures shown in this table are for December, except where otherwise noted, and are compiled by R. L. Polk & Co. of Detroit.

States	Acme	Autocar	Brookway	Chevrolet	Commerce	Diamond-T	Dodge	Dodge-Graham	Federal	Ford	Garford	G. M. C.	International	Mack	Mason	Overland	Pierce-Arrow	Reo	Republic	Ruggles	Selden	Service	Star	Sterling	Stewart	U. S.	White	Miscellaneous	Totals	States	
Alabama				28			16	4	7	246			4	1				5									3	3	317	Alabama	
Arizona				3			7	4		25	3							1										3	46	Arizona	
Arkansas				2			2	1		66			1														1		73	Arkansas	
*California	1	14		154		2	169	127	48	490	5	22	18	59	2	7	5	48	4	2		2	15	3	1		38	116	1352	California	
*Colorado				17				9		92		2	7	1				5								1	2	1	137	Colorado	
*Connecticut	1	6	4	50			74	30	29	237		6	13	53		9		62	4	1			3		1		33	14	630	Connecticut	
Delaware			4	10			3	5		69		2						6											99	Delaware	
Florida	1	9		35			29	70	17	555			41	14		3	30	1	22								24	15	866	Florida	
Georgia				16			13	4	4	204		2	6	2		2		5									5	3	266	Georgia	
Idaho				10			4			12		1	1	1				1											30	Idaho	
Illinois		5		70		26	59	13	8	381		4	49	10		3	8	19	1					1			22	42	721	Illinois	
Indiana		1		50			23	20	6	289		1	23	2			6	10				2				2	7	9	451	Indiana	
*Iowa				47			17	10		137			25	1				4	1				1				1	7	249	Iowa	
Kansas				4			8	2		54			2										1				1	9	81	Kansas	
Kentucky				11			8	1		95		2	10	5		1		7									1	19	157	Kentucky	
Louisiana				6			9	3	3	112		1	5					3									3		145	Louisiana	
*Maine	1	2		12			18	18	1	64	1		1	2	3			14											137	Maine	
Maryland	2	11	1	35	4		20	18	14	206		4	18	9			1	22	3					1			13	11	393	Maryland	
*Massachusetts	1	29	17	56		1	60	49	19	602		8	16	52	4	1	13	119	2	1	5		2	10	8		33	76	1184	Massachusetts	
*Michigan	2	1		82		2	68	33	34	768		26	23	19	1	4	4	72	2	1			2				7	70	1221	Michigan	
*Minnesota	1			95		3	17	27	6	225	7	3	20	5		7		22					2				7	10	457	Minnesota	
Missouri				28		2	16	13	5	187		8	4	28		1	1	8	2								6	12	301	Missouri	
Montana										3																			3	Montana	
Nebraska				29			21	11	5	314		3	14			1		3					2				2	14	419	Nebraska	
*N. Hamp.				7			7	4	1	54		2	3	4		3		10							3			4	102	N. Hampshire	
New Jersey																														New Jersey	
*N. Mexico				6			7	4		55			1					1											74	New Mexico	
*New York	3	62	59	240	2	15	232	97	55	1505	3	28	68	195	4	30	54	141	2		25	2	8	9	13		184	74	3110	New York	
*N. Carolina	1			24			4	28		230		1	8	6				1	7	2	2						9	19	342	No. Carolina	
N. Dakota							2	1	36										1										40	North Dakota	
*Ohio	8	2		43			37	28	5	403	1	1	25	11		7	3	33	1			1	3	2	2		18	37	671	Ohio	
Oklahoma				21			6	9	1	148		1	3	2				6									2		199	Oklahoma	
Oregon				19			6	1	35		3		2			3		3									7	3	82	Oregon	
Pennsylv.	14	79	30	278	7	17	269	168	38	1050	11	25	103	90	21	38	15	144	8		6		5	41	17		122	103	2699	Pennsylvania	
*Rh. Island				2			23	5		79		1	1	13	2		2	1	16	1	3						6	1	162	Rhode Island	
S. Carolina				6			5	2		116			3	1				2							2			1	132	So. Carolina	
S. Dakota				9		2	3		46				2															2	64	South Dakota	
*Texas				149			82	35	3	953	5	5	33	4		1		28	4								15	16	1283	Texas	
Utah				7			3	3		24			2					4										3	46	Utah	
Virginia	2	5		47			23	25	8	409	1	4	18	8		2		15		2			2		1		15	26	613	Virginia	
Wash'ton				36			29	19	2	194		3	4	10		3		12	5									15	4	326	Washington
W. Virginia		1		5			8	2		18	1		2					1	2	1									41	West Virginia	
Wisconsin				18		1	12	8	3	174		1	3	1		2		2		1				1			1	7	235	Wisconsin	
Wyoming				1			4	4		8			1																18	Wyoming	
*D. of Col.		6		4			6	4		109			8				2	3	3			1					12	5	163	Dis. of Col.	
Total	38	243	111	1772	13	69	1368	928	324	11,073	38	170	589	591	37	136	107	888	54	56	38	8	47	67	48	3	615	739	20,147	Total	

*Registration for the month of November.

Personnel Changes In Timken Bearing

Canton, O., Jan. 28.—Changes in the executive personnel of the Timken Roller Bearing Company have been announced.

Ernest Wooler is to be chief engineer. In the past Mr. Wooler has been associated with Rolls-Royce, Ltd., Continental Motors Company, Chandler Motor Company and the Cleveland Automobile Company.

J. W. Spray has been made manager of sales and E. W. Austin assistant manager of sales, automotive division, directing sales work in Eastern territory, while R. W. Ballentine, has also been made assistant manager of sales in the automotive division. He will direct sales work in the Milwaukee territory.

Peter C. Poss has been made assistant advertising manager.

Mild Weather Hurts Business

Springfield, Mass., Jan. 28.—Automobile accessory dealers here are hard hit by the mild winter. Dealers say that last year at this time they were sold out on chains and this year there is practically no call for them. The same holds true in regard to other winter accessories; radiator covers, robes and heaters are not moving.

Not only the weather but the increasing sense of economy is thought responsible for this lack of trade for with more cars in commission the volume of gasoline and denatured alcohol sold is fully a fourth less than it was last year.

WITH THE TRADE

PLATE GLASS GAINS

Seattle, Wash., Jan. 28.—A constantly increasing use of plate glass in automobiles, to provide additional comfort, is apparent from the increased volume of that business, said Kenneth Biles, president and general manager of the Hartford Glass Company, recently in speaking of a gain in the business of the company for 1925 shown over 1924, which amounted to 30 per cent.

The Hartford Glass Company makes a specialty of glass automobile enclosures, as well as doing a large volume of replacement business.

TAKE ON RADIO

Indianapolis, Ind., Jan. 28.—The Habig Manufacturing Company of Indianapolis, manufacturer of automobile tops and fabric accessories, has established a radio department, under the direction of F. L. Burch, radio engineer, according to an announcement by E. J. Herrmann, president.

BATTERY DEALERS GATHER

Memphis, Tenn., Jan. 28.—Willard battery dealers from various sections of the South gathered in Memphis yesterday for business sessions at the Hotel Chisca, R. C. Vincent of Memphis and J. S. Dunbar of Atlanta having arrangements in hand.

At E. M. D. A. DISCUSSES EQUIPMENT TOPICS

Los Angeles, Jan. 28.—At the recent meeting of the Automotive Equipment Manufacturers and Distributors' Association many vital matters were brought up for discussion, among them a plan for bettering the relations with the automobile distributor, which was submitted by Roy A. Parkinson.

G. L. Cunningham of the firm of Cunningham & Thompson brought forth for inspection at the meeting a force feed oil pump for Ford cars.

A big year was predicted by A. L. Rosa, president of the association, who urged the members to work in close harmony for the good of all.

Large Attendance at Whipple Convention



Binghamton, N. Y., Jan. 28.—More than 1,400 retailers and others connected with the automotive supply industry attended the sixth annual sales convention of the Whipple organization here last week. During the party at Kalurah Temple, bouquets and gifts were presented to Roy W. Whipple and Thornton W. Whipple by Judge Edward J. Cattell, of Philadelphia, on behalf of the manufacturers' representatives.

The opening session was called to order in Kalurah Temple at 10.30 o'clock, when Roy W. Whipple delivered the address of welcome.

J. I. Nevin, of Long Island City, spoke on "Collections and Terms Cash," giving a number of helpful hints to the retailers in the matter of credit and the collection of accounts. Following the morning session, the crowd of more than 1,000 visitors were guests of

the Whipple organization for luncheon on the ground floor of the temple.

The visitors inspected a big display of automotive supplies and equipment, arranged in more than fifty booths in the temple, at every opportunity between sessions during the day. Manufacturers' representatives explained the construction features and uses of the

various supplies and equipment shown.

Sidney Stern, of New York, spoke on "Successful Merchandising" at the afternoon session. A successful sale is one in which both the buyer and the seller make a profit, according to Stern. He urged the dealers to point out the uses and advantages of various articles for sale, rather than to lay

emphasis on the cheapness or price of the goods.

Ken Cloud of Chicago, Ill., editor and owner of Jobbers Topics, spoke on the possibilities of maintaining active business in automotive merchandising throughout the year. He declared the big attendance at the convention was a distinct compliment to the Whipple organization and the "splendid service rendered the retailers by them." Cloud looks forward to a good business year in 1926, he said.

R. W. Proctor of Baltimore, Md., gave an interesting talk full of valuable suggestions for the retailer. He referred to the vast growth of the automotive industry, saying this growth has been thirteen times faster than the average business enterprises. He believes the industry will increase at an annual rate of at least 15 per cent.

EEZEE Puncture Cure

Spells death to punctures and slow leaks. Special discount to dealers. Write

EEZEE MFG. CO.
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MEMPHIS, TENNESSEE

January 4, 1926.

Automotive Daily News,
35 City Hall Place,
New York City, New York.

Attention: Mr. Alexander Johnson, Editor.

Gentlemen:—

From a Dealer's standpoint, we earnestly feel that the Automotive Daily News is meeting a requirement which has long been present in this Industry of ours, and in a very complete and constructive manner.

We find that current news of interest to Dealers gets to us quickly, in condensed and accurate manner to our personal knowledge, and that the publications contains very constructive sales and service suggestions, doing each weeks series.

Keep it coming!

Cordially,

THE HARTER B. HULL COMPANY.

By

Harter B. Hull

HBH:FW.

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A. D. N.

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Automotive Daily News

"Of, By and For the Entire Automotive Industry"

Published Every Day Except Saturday and Sunday by
AUTOMOTIVE DAILY NEWS PUBLISHING CORPORATION,
25 City Hall Place, New York, N. Y.

DETROIT BUREAU, 2-144 GENERAL MOTORS BUILDING. EMPIRE 3500

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O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

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The Real Danger

IN a recent letter to Arthur Brisbane, after noting briefly the development and achievements of the automotive industry, Walter P. Chrysler calls attention to the great obstacle that we have got to overcome.

"The one thing that will impede the progress of the automotive industry in this country," says Mr. Chrysler, "is the slowness of city adaptation to the requirements of motor cars and the slowness of highway building."

"The automotive industry today fears a street and highway saturation more than it fears a theoretical economic saturation point."

"Any community with a certain amount of imagination and boldness can overcome the difficulties of traffic congestion. Wider streets, through arteries of traffic, adequate police regulations—these are a few of the requirements. And any country which can send aviators around the world, proposes to project motion pictures by radio, send photographs by wire, must not lack for imagination and boldness."

Mr. Chrysler undoubtedly has put his finger on a serious condition. In many cities traffic has reached something like an impasse. Congestion has reached a point where much of the utility and efficiency of the motor vehicle is seriously impaired. Even on our country roads there is periodic traffic congestion. Any car owner who has attempted to drive on Sunday or another holiday over the main traveled routes near his home will testify to congestion that spoils the pleasure of driving and the speed of progress when the trip has business significance. This is a problem that must be solved and the automotive industry must take the lead in solving it. It is not an insuperable obstacle, but it is a definite adverse factor at the present time. If we tackle the problem on broad lines and fearlessly, we shall find a way to solve it.

Trade Days at Chicago

FOLLOWING the undoubted success of the trade days at the New York show, these exclusive trade sessions will be continued at Chicago. They will be held Monday and Tuesday, February 1 and 2, from 10 a. m. to 1 p. m.

The trade sessions at the New York show brought two branches of the industry, the manufacturing and the sales divisions, in closer contact than they have had in some time. The number of factory executives in attendance was noticeable. The dealer organization was present in force and the two divisions met under conditions less formal than obtain around a banquet table or across the executive's desk. We have no doubt that many minor conflicts were amicably settled and that factory men and dealers know one another better for the informal chats that were the rule during the trade sessions.

Chicago has just as many potentialities for good as New York and we earnestly hope that there will be another get-together session in the middle western city. Remember Monday and Tuesday mornings, from 10 to 1.

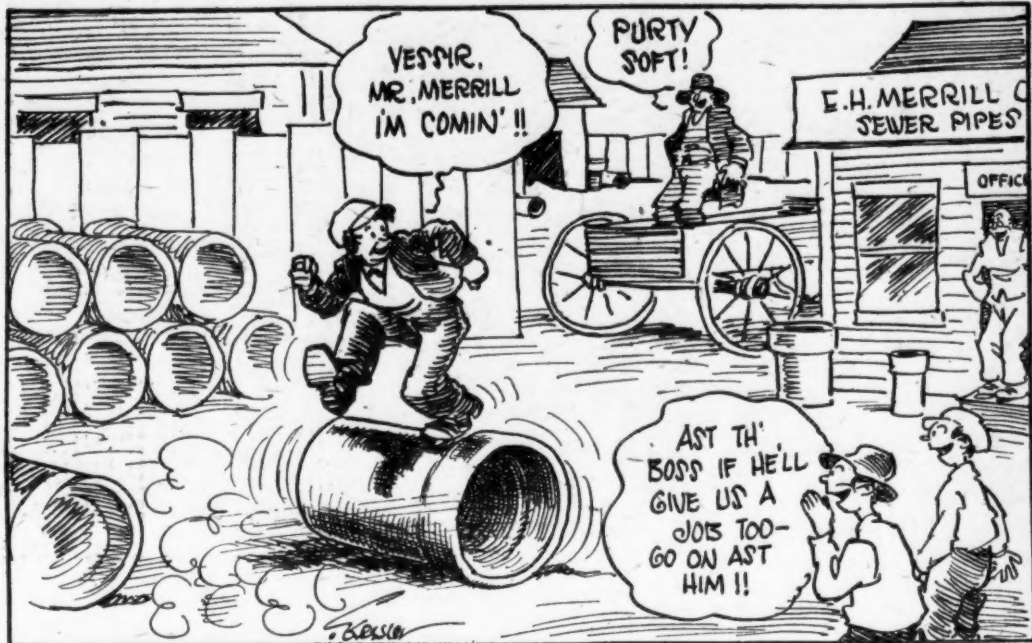
Some of the manufacturers promise still further flights of imagination in color schemes at the Chicago show. If we keep on in this admirable development the Aurora Borealis will have exactly nothing on our streets and highways.

President Henry of the American Automobile Association has called upon automobile clubs of all countries to help his organization fight the British rubber monopoly. The World War, Jr.; not meaning to jest on a tragic topic.

Our Own Automotive Family Album—

The Boyhood Days of Our Industry's Leaders

By Kessler



W.O. RUTHERFORD, EX-PRESIDENT OF THE RUBBER ASSOCIATION OF AMERICA, STARTED ROLLING SEWER PIPES IN AKRON, OHIO.

ST. LOUIS SPENDS MORE FOR TIRES

St. Louis, Jan. 28.—St. Louis automobile owners spent nearly \$3,500,000 more for automobile tires in 1925 than they did in 1924, according to figures just obtained from tire dealers here.

This 60 per cent. increase over the preceding year has not been due to the greater number of automobiles now in use, which, according to W. S. Stonestreet, branch manager for the Goodrich Tire and Rubber Company here, "has been largely offset by the greater care that is given the tire by car owners since the advance in price," but to the increased cost of crude rubber, which has risen from 30 cents to \$1 a pound within the past year.

According to license registration figures there are 128,205 automobiles in St. Louis. Tire dealers estimate that sales average three tires per car annually.

During 1924 St. Louis motorists spent approximately \$5,769,225 for tires, an average expenditure of \$15 a tire. For 1925 the average retail price of a tire was \$25 and total the sales for last year amounted to \$9,320,760, an increase of \$3,461,535 over 1924.

New English Tire Variable-to-Load

London, Jan. 28 (U. T. P. S.).—Considerable interest has been aroused in the new variable-to-load tire, whereby a giant high air pressure tire is fitted side by side with a variable-to-load tire providing automatic adjustment. By this means all varying loads from maximum to minimum can be carried with a graduation of cushioning.

In the Killen system, which has just been brought out, there is a twin tire fitment, a squat giant tire outside of comparatively low pressure. The inner tire is of smaller section and inflated to higher pressure, coming into use as the outer tire is depressed.

It is claimed that this gives double the cushioning possible with giant high pressure tires alone and that the graduation obtained helps to eliminate bouncing and causes the tire to cling to and hold the road.

Canada Has Plan to End Cutting of Tire Prices

Ottawa, Ont., Jan. 28.—The automotive branch of the Retail Merchants' Association of Canada has endorsed a plan intended to put an end to price cutting in the tire and accessory lines and remedy a situation that locally has made it unprofitable to carry many tires. The intention is to maintain fair prices set by the manufacturers. The campaign will be made Dominion-wide.

AUTOCAR TRUCKS BOUGHT BY MEXICAN GOVERNMENT

Chicago, Jan. 28.—Delivery of twenty Autocar trucks to the Mexican government was started last week by the Autocar Sales Company here, J. S. Conroy, general manager, has announced.

The twenty trucks will be sent to Monterey, Mexico, where they will be used for roadbuilding.

The Autocar company landed a contract with the Mexican government at the National Road Show which was held here recently. The delegates from Mexico were much impressed with the Autocar exhibits, according to Conroy.

Head of Rubber Companies Dies

Trenton, N. J., Jan. 28.—J. Oliver Stokes, president of the Thermoid Rubber Company and treasurer of the Joseph Stokes Rubber Company of this city, died on January 24 at his home in Pasadena, Cal.

Mr. Stokes entered the rubber business when a young man with his two brothers, William J. B. Stokes and Charles E. Stokes, and formed the Home Rubber Company. Later J. Oliver Stokes and W. J. B. Stokes organized the Thermoid Rubber Company and the Joseph Stokes Rubber Company, relinquishing interests in the Home Rubber Company to Charles E. Stokes.

The deceased was the son of the late Joseph and Sarah Stokes of Trenton. He is survived by a widow and three sisters, Mrs. Charles Daniels of Philadelphia, Mrs. Harry Boyer of Morris Heights, Pa., and Mrs. Minnie Royal of Morrisville, Pa., besides his two brothers.

COOK SERIOUSLY ILL

Trenton, N. J., Jan. 28.—George R. Cook, president of the Hamilton Rubber Manufacturing Company, Acme Rubber Manufacturing Company and the Combination Rubber Company here, is seriously ill at his winter home in Camden, S. C.

Coming Automotive Events

JANUARY

- 23-30—Montreal, Canada. Annual Motor Show.
- 23-30—Cleveland, Ohio. Cleveland Automobile Manufacturers and Dealers' Association, automobile show.
- 23-30—Baltimore, Md. Twentieth Annual Automobile Show.
- 23-30—Detroit. Twenty-fifth Annual Automobile Show.
- 23-30—Brooklyn. Fifteenth Annual Automobile Show.
- 25-30—Scranton, Pa. Scranton Motor Trades Association Auto Show.
- 25-30—Lowell, Mass. Twelfth Annual Automobile Show of Lowell Automobile Dealers' Association.
- 25-30—Jersey City, N. J. Hudson County Automobile Show.
- 26—American Road Builders' Association. Good Roads Week.
- 26-29—Detroit. Society of Automotive Engineers, annual meeting.
- 27—Detroit. Michigan Highway Association.
- 27—Detroit. Michigan Automotive Trades Association, sixth annual convention.
- 30-Feb. 6—Washington, D. C. Automobile Show.
- 30-Feb. 6—San Francisco. Tenth Annual Pacific Automobile Show.
- 30-Feb. 6—Chicago. Eleventh Annual Automobile Salon, Hotel Drake.
- 30-Feb. 6—Chicago. National Auto Show.

FEBRUARY

- 2-6—Denver, Col. Denver Automobile Dealers' Association, annual show.
- 2-9—Atlantic City, N. J. Atlantic City Auto Dealers' Association, annual show.
- 3-6—Springfield, Ill. Seventh Annual Show.
- 9—Springfield, Ill. Illinois Automotive Trade Association, annual convention.
- 6-13—Providence, R. I. Rhode Island Automobile Dealers' Association, annual automobile show.
- 6-13—Minneapolis, Minn. Minneapolis Automobile Trade Association, Northwestern Automobile Show.
- 8-12—Schenectady, N. Y. Annual Automobile Show.
- 8-13—Toledo, Ohio. Automobile Show.
- 13-20—Kansas City, Mo. Automobile Show.
- 15-20—Louisville, Ky. Annual Automobile Show.
- 15-20—Indianapolis. Spring Automobile Show.
- 21-23—Omaha. Automobile Show.
- 20-27—Los Angeles. Automobile Show.
- 14-20—Des Moines, Iowa. Automobile Show.
- 20-27—Albany, N. Y. Annual Automobile Show.
- 24-27—Eugene, Ore. Annual Automobile Show.

G. M. Plans Record Output in First Quarter

PROGRAM CALLS FOR OUTPUT OF 270,000 UNITS

High Rate of Earnings In Current Year Foreshadowed

NEW YORK, Jan. 28.—While officials of the General Motors Corporation are averse to making any rosette predictions regarding the future and generally limit their expressions to stating its policy of producing every car it can sell this year, Dow, Jones & Co. announce that they have learned on good authority that plans for the first three months of 1926 contemplate the largest quarter's business in the company's history.

Based on reports of the various divisions, indications are that the turnout during the three months will be between 270,000 and 275,000 vehicles, a record which would exceed by some 40,000 cars the best preceding quarter in the corporation's history, the second quarter of 1925, when sales totaled around 234,000 vehicles.

Chevrolet and Buick

All of the General Motors divisions are enjoying a heavy volume of business, but probably the principal factors in the corporation's prosperity are the phenomenal gains registered by Buick and Chevrolet and the prospects of a large volume from the new low priced six-cylinder Pontiac placed in production late last year by the Oakland division.

The Buick factories have been at capacity ever since current models were put into production in July of last year. Production in the last six months of 1925 amounted to 111,654, an average of 18,609 cars monthly. The factories are now oversold and the company is adding machinery and equipment to increase capacity 20 per cent. to around 30,000 cars a month to meet the demand. January schedule contemplates production of 23,586 cars; February, 23,665, and March, 27,122, or a total of nearly 75,000 cars for the first quarter.

Buick, in all of 1925, produced around 200,000 cars, valued at \$275,000,000, so that this division alone of General Motors' five car manufacturing units, has been doing a business annually which few other manufacturers in the industry approach. Despite the substantially lower prices of current models, the company increased its gross volume of business by \$25,000,000 last year, and \$20,000,000 of this increase was effected during the last six months, when present low prices were in effect.

The Chevrolet division, the largest of the General Motors group, has also made rapid gains. Last year's sales for the first time exceeded the 500,000 mark, which compares with under 300,000 during 1924, and further with total sales by General Motors in 1925 of \$35,000 cars and trucks. Further gains by this division are planned in the current year.

THE NEW PONTIAC

The new, low-priced six-cylinder Pontiac models at \$825 produced by the Oakland division have just been added to the corporation's product. The reception of this car both by the trade and the public indicates that it may shortly rank with Buick and Chevrolet as among the corporation's principal products. It is expected that about 10,000 Pontiacs will be produced dur-

Ford Truck Sales 217,112 for 1925

Detroit, Jan. 28.—The Ford Motor Company reports sales of Ford one-ton trucks for 1925 at 217,112 units, an increase of 16,826 over the sales of 1924. According to the company's figures, more than 60 per cent. of all trucks in use during the last year were Fords. In the less-than-two-ton class 71 per cent. of all makes sold were Fords, says the statement.

LA FRANCE'S NET IN 10 MOS. SHOWN

Totals \$580,734; Sales In That Period Aggregate \$7,989,176

New York, Jan. 28.—The American-La France Fire Engine Company, Inc., in its consolidated statement to the New York Stock Exchange for the ten months ended October 31, 1925, shows net profit of \$580,724 after depreciation, interest and reserve for taxes.

The consolidated income account for the ten months follows:—

Sales \$7,989,176; expenses, depreciation, etc., \$7,126,687; operating profit \$862,489; interest paid \$93,564; reserve for taxes \$188,191; net profit \$580,734.

Consolidated balance sheet as of October 31, 1925, follows:—

Assets: Cash \$507,210; notes and warrants receivable \$1,803,538; accounts receivable \$1,137,452; inventories \$3,765,265; interest and insurance paid in advance \$566; land and buildings, less depreciation \$1,713,173; machinery and equipment, less depreciation \$1,274,488; drawings, patterns, tools, etc., \$983,889; goodwill and patents \$1,561,718; capital stock in treasury \$6,426; total \$12,753,725.

Liabilities: Notes payable \$1,000,000; accounts payable \$578,690; employees' subscriptions \$12,310; 3-year notes \$2,000,000; reserve for federal taxes \$156,260; preferred stock \$4,000,000; common stock (represented by 345,000 shares \$10 par value) \$3,450,000; surplus \$1,556,465; total \$12,753,725.

ing the first three months of the current year, and production is being increased as rapidly as possible from its present level around 100 cars a day. Although there are many difficulties in getting a new car to market in volume, it would not be surprising if Pontiac added some 75,000 units to General Motors' total sales this year.

With Cadillac, Oldsmobile, Frigidaire and the various accessory divisions of General Motors booming along, all indications point to a year which will compare favorably with 1925, when net profits of General Motors are understood to have exceeded the \$100,000,000 mark. Forecasts a year in advance on the motor industry are necessarily hazardous and based on many contingencies, but if General Motors sells 270,000 cars in the first quarter of this year record-breaking profits seem assured. In recent quarterly periods, General Motors' earnings have closely approximated its full year's dividend of \$6 a share on the 5,161,000 shares of common.

Mullins Body Profit Last Year \$283,610

New York, Jan. 28.—The Mullins Body Corporation reports for the year ended December 31, 1925, net profits of \$283,610 after charges and Federal taxes. This is equivalent, after preferred dividends, to \$2.03 a share on 100,000 shares of no par common stock, comparing with \$299,715, or \$2.22 a share in 1924.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE									
18	16	14	12	10	8	6	4	2	0
Advance Rumely	900	16%	16	16	—	—	—	—	—
Albis-Chalmers	900	90%	90	90%	+	—	—	—	—
Am. Bosch Magneto	700	29	28%	28	+	—	—	—	—
Briggs Mfg. Co.	1,200	34%	33%	33%	+	—	—	—	—
Chandler Motor	1,300	47	46	47	—	—	—	—	—
Chrysler Corp.	3,700	49%	46%	49%	+	—	—	—	—
Continental Motors	3,700	12%	12	12%	+	—	—	—	—
Dodge Bros.	16,000	44	42%	43%	+	—	—	—	—
Edson Axle & Spring	3,600	27%	26	27%	—	—	—	—	—
Emerson-Rand pf.	500	20	20	20	—	—	—	—	—
Fisher Body	5,200	98%	94%	98	+	—	—	—	—
Fisk Rubber	3,400	23%	23%	23%	—	—	—	—	—
Gabriel Snubber	1,300	39%	38%	39%	—	—	—	—	—
General Motors	132,700	125%	118%	123%	+	—	—	—	—
Goodrich	7,400	64%	61%	63%	+	—	—	—	—
Goodyear T. & B.	200	102%	103%	103%	—	—	—	—	—
Hayes Wheel	200	44	43%	44	—	—	—	—	—
Hudson Motor Car	86,900	114	108%	113	+	—	—	—	—
Hupp Motor Car	2,600	25%	25	26%	+	—	—	—	—
Jordan Motor Car	27,300	58	54%	56%	+	—	—	—	—
Kelly-Springfield	600	17%	17	17	—	—	—	—	—
Kelsey Wheel	200	110	109	110	—	—	—	—	—
Mack Trucks	6,700	140%	135%	139%	+	—	—	—	—
Moore Motors	3,200	35	33%	35	+	—	—	—	—
Motometer A	500	40%	40%	40%	—	—	—	—	—
Motor Wheel Corp.	1,800	32	31%	31%	—	—	—	—	—
Mullins Body	100	90	90	90	—	—	—	—	—
Murray Body	9,400	16%	14%	15%	+	—	—	—	—
Nash Motors	200	52%	52%	52%	—	—	—	—	—
Packard Motor Car	2,600	39%	39	39%	—	—	—	—	—
Palm-Detroit Motor	1,700	25%	24%	25%	—	—	—	—	—
Pierce-Arrow	12,100	38%	36%	38%	+	—	—	—	—
Stewart-Warner Speed	3,900	85%	82%	85%	—	—	—	—	—
Stromberg Carburetor	100	73%	73%	73%	—	—	—	—	—
Studebaker Co.	20,200	59	56%	58%	—	—	—	—	—
Timken Roller Bear.	1,100	54	53	54	—	—	—	—	—
U. S. Rubber	21,700	85%	83%	85%	—	—	—	—	—
White Motors	7,900	82	79%	81%	—	—	—	—	—
Willys-Overland	13,200	30	28%	30	—	—	—	—	—
Yellow C. & T. B.	1,900	29%	28%	29%	—	—	—	—	—

NEW YORK CURB MARKET

Sales	High	Low	Last	Net
500 Chan-Cle pf 46	45%	45%	45%	—
100 Cleve Auto. 26%	26%	26%	26%	—
3500 Durant Mt. 12%	12%	11%	11%	—
400 Fed M. Tr. 42%	42%	42%	42%	—
100 Fisk R. pf. 11%	11%	11%	11%	—
100 Ford Can. 62%	62%	62%	62%	—
100 Franklin 31%	31%	31%	31%	—
2500 Goodyear 34%	33%	34%	34%	—
100 Miller R. nw 37%	37%	37%	37%	—
800 Reo Motor 23%	23%	23%	23%	—
100 Rep M. T. 9	9	9	9	—
1500 Rickenbacker 7%	7%	7%	7%	—
600 Split Beth E 40	39%	40	40	—
1800 Stutz Mot. 33%	32%	33%	33%	—
600 Timken D. Ax 10%	10%	10%	10%	—

CHICAGO

Sales	High	Low	Last	Net
7600 Auburn Motor	57	53	56%	—
600 Bendix Corp	28	28	28	—
100 Cont Motors	12%	12%	12%	—
564 Hupp Motor	26%	25	25%	—

(The above table shows Wednesday's stock movements, complete.)

Current Commodity Prices

New York, Jan. 28.—The crude rubber market is again quiet and moderately reactionary. Prices are off 1 to 3 cents a pound from the prices prevailing on Wednesday. London is generally unsteady. Gasoline is in a waiting position, apparently. The jobbing demand is short of expectations and United States Motor is freely offered at 11½ cents a gallon at local refineries, with reports current that 11½ cents can be done on a firm bid. The steel situation is unchanged.

STEEL PRODUCTS

Semi-Finished—Gross Tons	Price
Rillets, re-rolling	\$36.00a37.00
Rillets, forging	41.00a42.00
Steel bars (hot rolled)	2.00a 2.10
Plates (hot rolled)	1.80a 1.70
Blue annealed sheets	2.50a 2.60
Black sheets	2.35a 2.40
Auto body	4.40a 4.50
Band	2.40a 2.50
Cold rolled strip	3.75a 3.80
Hot rolled strip	2.20a 2.30
Pig Iron, Basic	20.00a21.00
Eastern Pennsylvania	22.00a23.00

IRON AND STEEL SCRAP

(Buying prices, f. o. b. New York)	Price
Heavy melting steel	\$12.00a13.00
Machine shop turnings	9.50a10.00
Cast iron borings	9.50a10.50
No. 1 cast scrap	16.00a17.00

MILL PRODUCTS

Base prices, cents per pound, f. o. b. mill.	Price
High brass sheets	19%a —
Copper, in rolls	21%a —
Zinc, spot, New York	8.35a 8.40
Lead, spot, New York	9.25a 9.35
Aluminum, virgin 99%a	27 a —

SEAMLESS TUBING

High brass	Price
Copper	22.75
	24.60

RODS

High brass (round % to 2½ in.)	Price
Copper, rods, round	22%a —

OLD METALS

Following are dealers' buying and selling prices for large quantities, f. o. b. New York:

Heavy machinery com.	9%a9%	10%a11%
New brass clippings	8%a9%	10%a10%
Auto radiators	6%a7%	7%a8%
Brass, heavy	7%a7%	8%a8%
Brass, light	6%a7%	7%a7%

RUBBER MARKET

Plantations—	Bid	Asked
First latex crepe, spot	67	68
January-March	66	67
April-June	65	66
Ribbed Smoked Sheets, spot	66	67
January-March	65	66
April-June	64	65
Para-Up-River, fine, spot	60	61
Island, fine	63	64
Inner tubes, No. 1	11	12
Inner tubes, No. 2	8	9
Inner tubes, No. 3	7	8
Tire, automobile, white, ton.	\$60.00a70.00	
Mixed auto tires	40.00a45.00	
Reclaimed rubber—Tire reclaimed, 8c, shoe reclaimed, 8c; tube reclaimed, 18c.		

OIL AND GASOLINE

Gasolines (steel barrels)	Price
Up-State New York	a17
Single tank cars, delivered, New York	12%a13%a

CRUDE PRICES AT WELLS

EASTERN—	Penn. grade oil
Penn. grade oil	in Buckeye P.
in N.Y. Tran.	Line Co. lines \$3.30
Co. lines	\$3.65 (Cabell)
Bradford District	(Corning)
oil in Nat.	(Ragland)
Tran. Co. lines	3.65 (Somerset)
Penn. grade oil	Somerset, light
in Nat. Tran.	CENTRAL
Co. lines	3.55 (Lima)
Haines grade oil	Indiana
in Nat. Tran.	Princeton
Co. lines	3.20 (Illinois)
Penn. grade oil	Wooter
in W. W. Pa.	Waterloo, Ill.
Pipe lines	3.55 (Plymouth)
Penn. grade oil	Canadian
in Eureka P.	Line Co. lines 3.50

TO SELL TRUCK PLANT

Clyde, O., Jan. 28.—The Commerce Guardian Trust and Savings Bank of Toledo has appointed the Industrial Plants Corporation to sell the plant and equipment of the Clydesdale Motor Truck Company.

B. F. Goodrich's 1925 Net

Approximates \$17,000,000

New York, Jan. 28.—Directors of the B. F. Goodrich Company have declared the regular quarterly dividend of \$1 on the common stock, payable March 1 to stock of record February 15, in addition to two regular quarterly payments of \$1.75 on the preferred, one payable April 1 to stock of record March 15 and the other payable July 1 to stock of record June 15. The board also approved the retirement of 11,880 preferred shares. Net profit for the year ended December 31, 1925, was approxi-

OMNIBUS ASSETS TOTAL 15 MILLION

Earnings in First Nine Months of 1925 Aggregate \$687,276

New York, Jan. 28.—The statement of the Omnibus Corporation, including the Chicago Motor Coach Company, for the nine months ended September 30, 1925, shows consolidated net profit after expenses of \$687,276. This figure includes dividends received from the Fifth Avenue Bus Securities Corporation.

The New York Transportation Company and subsidiaries report for the nine months ended September 30, 1925, gross earnings of \$5,650,115. After providing for expenses, federal taxes, etc., net profit was \$1,208,415.

The consolidated balance sheet of the Omnibus Corporation, including Chicago Motor Coach Company 100 per cent. owned, as of September 30, 1925, follows:—

Assets: Property, equipment, etc., \$6,881,437; cash, \$193,417; other current assets, \$419,221; special deposits, \$80,250; prepaid insurance, taxes, etc., \$94,088; investments in Fifth Avenue Bus Securities Corporation, St. Louis Motor Coach Corporation, and Gray Line Motor Tours Company, \$7,793,672; total, \$15,462,085.

Liabilities: Accounts payable, \$266,921; other current liabilities, \$496,583; deferred payments on coaches purchased, \$692,591; notes payable, \$150,000; reserves for depreciation, etc., \$1,100,012; preferred stock par \$100, \$8,843,560; common stock (represented by 594,540 no par shares), \$3,195,457; surplus, \$716,961; total, \$15,462,085.

Auto-Lite 4 Months Earnings \$852,882

New York, Jan. 28.—The Electric Auto-Lite Company and subsidiaries report for the four months ended October 31, 1925, a total income of \$3,771,085. Costs, expenses, and Federal taxes amounted to \$2,918,203, leaving a net income of \$852,882. The consolidated balance sheet of the company as of October 31, 1925, follows:—

Assets: Property account, etc., after depreciation \$4,015,716; investment and advances to affiliated companies \$116,274; investments in other companies, \$85,752; cash \$409,797; inventories \$1,403,574; other current assets \$1,458,028; deferred charges \$211,744; total, \$7,700,885.

Liabilities: Common stock (represented by 250,000 no par shares), \$2,618,894; accounts payable \$573,835; notes payable of subsidiary companies \$105,891; other current liabilities \$157,451; deferred credits \$44,441; reserves for Federal taxes, depreciation, etc., \$1,704,944; surplus \$2,495,429; total \$7,700,885.

B. F. Goodrich's 1925 Net

Approximates \$17,000,000

mately \$16,700,000 after interest, depreciation and Federal taxes. From these profits the company has set aside reserve of \$4,000,000 for contingencies. In previous year net profit was \$8,822,504 before Federal taxes but after setting aside \$1,000,000 contingency reserve. Net sales for the year were in excess of \$136,000,000 against \$109,817,685 in 1924.

On December 31, 1925, current assets were \$67,742,000 and current liabilities \$19,390,000, leaving working capital of \$48,352,000.

Engineering Problems Considered by S. A. E.

DETROIT, Jan. 29.—Many topics of general interest to the automotive industry were discussed by experts in various fields of the industry at the sessions of the annual meeting of the Society of Automotive Engineers, which closed here today.

The range of topics was large, and the meeting included sessions devoted to the discussion of supercharging, research, aeronautics, brakes, body production, engines, headlights, motorcoach, vapor cooling, fuel and production.

W. R. Strickland of the Cadillac Motor Car Company was chairman of the automobile supercharger session, with which the annual meeting was opened Tuesday morning. C. R. Short of the General Motors Corporation discussed the "Practical Application of Superchargers to Automobile Engines."

At the research session Tuesday afternoon D. M. Pierson of Dodge Brothers, Inc., read a paper on "An Improved Type of Refrigerated Test Chamber," and J. O. Elsing of the Federal Bureau of Standards talked on "Engine Starting Tests."

The development of amphibian airplanes was the subject of the paper read at the Tuesday evening session by Grover C. Loening of the Loening Aeronautical Engineering Corporation.

At the aeronautic meeting Wednesday papers were read by R. H. Upson of the Aircraft Development Corporation and H. F. Parker.

Charles A. Greene of Valentine & Co., in discussing "The Nature and Source of the Pigments Used in Automobile Coloring" had in part the following to say:—

"What we are interested in are the actual material substances that we know as colored pigments, their nature, their source and why they are used in automobile finishes."

"We rarely stop to consider how many qualities a truly ideal colored pigment should possess. First of all, it must be fast to light, or permanent. Second, it must be non-bleeding, or insoluble. Third, it must be solid covering, or opaque. Fourth, it must be brilliant, or of clean tone. Fifth, it must be light in gravity, fluffy, non-settling in enamels. Sixth, it must be soft in texture, easily ground."

"Any one who has ever had any real experience in finishing high grade automobiles will be able to put his finger on the one outstanding weakness in the entire line of pigment colorings on the market. I refer, of course, to the blues in general."

"The trouble with blue pigments has been that only true permanent brilliant blue, when ground in the ordinary varnishes or lacquers, now in use, becomes chemically active and tends to rapidly destroy the vehicle in which it is incorporated."

"The other weak sister in the coloring of automobiles today is found among the maroon pigments. The only drawback with the brilliant maroon pigment today is its lack of covering properties in the deeper shades."

In presenting his views on color harmony in the automotive industry, H. Ledyard Towle of the I. E. du Pont de Nemours & Co. resorted to poetry, quoting Edgar Guest, and then gave an original sketch which contained his version of what happened in a great many automobile plants in the days when manufacturers were just beginning to discover the relation of color to the appearance and sales value of the motor car and when the choosing of new color schemes was somewhat of an exciting adventure.

Causes and remedies of brake squeaking was the subject discussed by Dr. F. C. Stanley of the Raybestos Company. An abstract of his paper follows:—

The major topics of this paper were the causes of and remedies for unpleasant noises which frequently accompany brake application.

It has been the custom of all

connected with the industry to lay the blame for brake squeak to the brake lining and to reline with a different kind of lining whenever squeak has been encountered. An attempt was made to show that brake squeak is drum vibration undamped by proper contact of lining with drum; that the ordinary drum is a bell which will yield its tone when severely rubbed by any friction material unless properly muffled.

The muffling or damping is accomplished best by so shaping the band or shoe that sufficient contact may be obtained to prevent vibration as a whole or in simple fractional parts.

Methods of preventing squeak on production jobs and makeshifts employed in service were discussed and an endeavor was made to correlate these with the main thesis.

The relation of hard and soft lining to the problem was also explained, as well as the relation of the brass wire used in the fabrication of the lining and the effect of accumulative road grit, as well as bearing rivets. The carbon content of the steel used in the drum also has a bearing on brake squeak as well as on scoring.

From his experience the writer concluded:—

(1) That all brake squeaks of high pitch are caused by undamped or unmuffled drum vibrations.

(2) That these vibrations may be damped or muffled by making the lining conform with reasonable accuracy to the drum, which must itself be concentric within .008 inch.

(3) That squeaks which develop in service on brakes which were properly shaped to the drum at the factory may be silenced by improving adjustment.

(4) That all makeshifts, such as cushions between lining and band, brake juice, anti-squeak wafers or dope, have but a temporary effect and are poor substitutes for a perfectly conforming band or shoe.

(5) That rivet heads should be set 1-16 inch below the surface of the lining and that drums of 40 to 50 carbon content are necessary to prevent scoring and consequent squeak.

The effect of change of temperature of brake linings on their performance was discussed by H. H. Allen of the Bureau of Standards.

An abstract of his paper follows:—

The experiments described in this paper show the effect of rise in temperature of brake linings on their frictional properties. The tests were made on a modern passenger automobile equipped with four-wheel brakes.

Curves were plotted showing the percentage change in the frictional properties with rise of temperature. The effect of having the linings soaked with water and oil, respectively, was discussed, and curves were plotted showing this effect. The ratio in which the pedal pressure and the total decelerating force at the periphery of the brake drum are involved is called, the apparent coefficient of friction. It has not been necessary for this work to determine the true coefficient of friction of the lining.

The apparatus used throughout the experiments was described and illustrated by photographs and diagrams. The conclusions were that in practically every case there is a drop in the "apparent coefficient of friction" with a rise in temperature of the brake lining material and that the "apparent coefficient of friction" is lower when the linings are wet thoroughly with either water or oil, but that this effect continues longer in the latter case than in the former. The possible uses to which the data of the kind contained in this paper might be put were indicated.

An abstract of the paper read by F. R. Fagool of the Fagool Motors Company on the fundamental reasons underlying the design of the modern safety coach follows:—

The problem in building the first safety coach was to "short-cut" evolution—to bridge the gap be-

tween what the industry had and what it needed.

It was the purpose of this article to consider the broad fundamentals and underlying principles of the Fagool safety coach, which have formed the basis of subsequent modern motor coach construction, giving particulars of detailed design only to point out and illustrate the methods of definitely meeting the known needs.

Taking as a guide the experience of the railroads as sellers of commercial transportation, we found that the first requisite for the ultimate motorcoach was ability to best serve and attract patronage. The yardstick by which the equipment would succeed or fail would be its ability to sell rides, and the requirements for this passenger popularity were safety, comfort, convenience features and dependability, coupled with operating economy.

The passenger automobile has fixed not only the riding habits of the public but the rate of acceleration and speed up hill or on the level, and any vehicle which does not closely approximate these conditions must ultimately fail in the transportation field and become a menace to traffic.

Other speakers on Thursday

were A. C. Attenu of the Eastern Engineering Company, Ltd., who discussed the Attenu heavy oil engine; T. E. Coleman of the Madison-Kipp Corporation and J. B. Fisher of the Waukesha Motor Company, who presented

a paper on the relationships between lubricating systems and engine performance; L. C. Porter and G. F. Prideaux of the engineering department of the Edison Lamp Works of the General Electric Company, who presented their findings on what happens when an automobile headlight is out of focus, and A. F. Masury and L. C. Josephs, Jr., of the International Motor Company, who gave an illustrated paper on comfort and heating and ventilating of motorcoach bodies.

Vapor cooling, fuels and lubrication and production were discussed at the sessions today.

"A Suggested Remedy for Crankcase Dilution," was the subject of a paper prepared by Robert E. Wilson and Robert E. Wilkin, read at the session. The paper first presented the results of extensive tests designed to determine the rate and extent of dilution for various types of cars under various operating conditions.

As a remedy, the paper suggested the use of a fairly heavy oil (500-575 sec. at 100 deg. Fahr.) blended with 10 to 12 per cent. of a distillate having a boiling range substantially identical with that found in the average crankcase oil at equilibrium.

By this means, it was pointed out, it is possible to produce an oil with an initial viscosity around 220 sec., which is thin enough to give easy starting and good cold lubrication, and yet is so near the average equilibrium dilution that in general it maintains a viscosity in this optimum range throughout its entire period of service.

The authors also discussed the factors and limitations which determine the optimum composition of the new type of oil.

The paper on "Detonation and the Petroleum Industry" prepared by J. B. Hill and T. G. Delbridge of the Atlantic Refining Company, pointed out that the higher thermal efficiency obtainable by the use of higher compressions in engine design has encouraged engine manufacturers to increase compression pressures for the purpose of fuel economy.

There is probably no such thing as a "non-detonating" fuel, anti-detonating characteristics being a matter of degree, the authors explained. Efforts have been made to supply the present demand for such a fuel to meet the slightly increased tendency toward higher compression in present day automobile engines by the use of gasoline blends containing a sufficient proportion of such materials as benzol and alcohol, capable of standing high compressions without detonating, so that detonation under present existing pressures will be suppressed.

The supply of these fuels, the paper went on, is totally inadequate to meet a very much increased demand. Fuel "dopes," conspicuously tetra-ethyl lead, have been used with success for detonation sup-

pression, but for various reasons are not immediately practical.

So far as the authors were able to judge, they explained, the petroleum industry is directing concentrated effort toward the development of cracking processes for the specific purpose of producing fuels which will stand the practical limit of compression pressures without detonation.

Alex Taub of the General Motors Corporation and L. P. Saunders of the Harrison Radiator Corporation, in their paper on "The Effect of High Temperature of Evaporation Cooling on Engine and Car Function," declared that laboratory tests have proved by comparative data that the higher average operating temperatures maintained in the engine by the constant temperature or evaporation system of cooling have negligible detrimental effects. The paper also pointed out the results of road tests of cars operated under the same conditions when fitted with a standard water-cooling radiator core and with a constant temperature cross-flow condenser core.

Other papers were presented by A. G. Herreshoff of the Rushmore Laboratory, who considered cylinder temperature control by evaporation; W. S. James of the Associated Oil Company, whose topic was gasoline and new fuel tests, and Joseph Lannen of the Paige-Detroit Motor Car Company, who discussed the application of group bonus to non-productive labor. The construction of all-steel bodies was shown in motion pictures by J. Ledwinka of the E. G. Budd Manufacturing Company.

AMERICAN SHIPMENTS OF TRACTORS DOUBLED

Special from A. D. N. Washington Bureau
Washington, Jan. 28.—Shipments of American tractors during 1925 to foreign countries nearly doubled the number exported in 1924, the agricultural implements division of the Department of Commerce, announced today.

The value of all kinds of agricultural implements exported during 1925 was \$77,936,911, of which approximately one-third were made up of wheel tractors. These numbered 44,975 and were valued at \$26,127,449.

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Wise Industries
White Motor Co.
Wonderlamp Co.

Incorporations

MAINE

Augusta, Me., Jan. 28 (U. T. P. S.).—The attorney general's office has just approved certificates of incorporation for the following concerns:—

Blodgett Garage Company, Augusta, \$10,000; general automobile business; William N. Stearns, president; William G. Blodgett, treasurer; Albre F. Rand, clerk; Thaxter A. Parker and Lindsay E. Willis. Clifton R. Shaw, Inc., Augusta, \$150,000; general automobile business; Clifton R. Shaw, president and treasurer; Wallace Diplock and Bernard Varnum. Autolex Company, Inc., Portland, \$10,000; to buy, sell, lease, rent and hire automobiles; David Finkleman, president; John W. Finkleman, treasurer and clerk. The Commercial Acceptance Corporation, Augusta, \$175,000; conduct a general automobile business; V. C. Thyns, president; Burleigh Martin, treasurer and clerk, and Samuel Titcomb. Webster Rubber Company, Sabattus, \$100,000; to engage in the sale of rubber goods; Don C. Hubbard and Maurice T. Plummer, Auburn. Clement Brothers, Inc., Durham, \$10,000; to conduct a general automobile business; Philip J. Clement, president; Lincoln E. Clement, treasurer; Florence S. Clement, Daniel B. Hardy and Howard D. Fenderson, all of Durham. Eastern Motors, Inc., Bangor, \$50,000; general automobile business; Frederick F. Harrison, president; James C. Madigan, clerk and treasurer, both of Houlton, and Terrence B. Towle of Bangor. Globe Tire and Supply Company, Portland, \$10,000; to deal in automobile supplies and accessories; Maurice Markson, president; Eldar Markson, treasurer; Yoland D. Markson and Theodore A. Markson.

OREGON

Salem, Ore., Jan. 28.—New automotive concerns incorporated here are:—Arrow Towing Service, Portland, \$1,000; Edward Gouneau, A. Walter Wolf and E. Bergstrom.

Elia Street Garage Company, Portland, \$2,000; George S. Tourtellotte, Margaret Tourtellotte and John B. Lumbeck. Hill Motor Company, Medford, \$5,000; Charles T. Wilter, Roy I. Hill and Dorotha Hill.

The Pacific Stages, Inc., Portland; \$100,000; Wilhelm Olson, Harry Gail and James H. Lettis.

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